

15th January 2021

**Notification of Price Increase From 20/01/2021**

Dear Valued Customer,

I hope this communication finds you well and in good health.

As you are no doubt aware all businesses are suffering due to effect on sales by Covid-19 pandemic. Also, the uncertainty surrounding future sales, supply chain and raw material cost and availability, and we are no different.

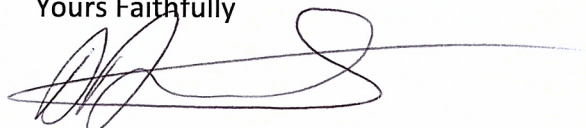
In recent weeks, these problems have been further exasperated by the massive increases in container shipping costs for goods arriving in the UK from the Far East. As you are most likely aware, shipping costs from the Far East have increased exponentially in recent months to levels never seen before. This is happening globally not just in the UK. The shipping rate for a 40ft container booked in January 2021 is now four times higher than the price prevailing in October 2020. In monetary terms, this is an increase from approximately US \$2200 per 40ft container to US \$10,000+.

We have taken measures as a business to reduce the effect on supply of product regarding the pandemic and the container crisis, but we are being hit by daily increases from all manufacturers that we can no longer absorb. Many of our suppliers are increasing cost prices by more than we are proposing as we wish to protect you, our customers, as much as possible.

Therefore from Wednesday 20<sup>th</sup> January we will be increasing prices by 3%. We sincerely apologise for any inconvenience caused, and always assure you of our best intentions.

Thank you for your valued custom and we look forward to working with you in the future.

Yours Faithfully



Ben Dunevein

Managing Director

Unit 10, Cary Court, Somerton Business Park, Somerton, Somerset, TA11 6SB

Tel: 01458 274020 | Fax: 01458 274117 | Sales Email: [sales@conceptproductsltd.co.uk](mailto:sales@conceptproductsltd.co.uk)

Purchase Invoices: [joc@conceptproductsltd.co.uk](mailto:joc@conceptproductsltd.co.uk) | Sales Ledger: [accounts@conceptproductsltd.co.uk](mailto:accounts@conceptproductsltd.co.uk)

Reg. No: 1882650 | VAT No: 406837739

[www.conceptproductsltd.co.uk](http://www.conceptproductsltd.co.uk)

**Directors:** S.A. Dunevein J. Dunevein B.S. Dunevein